MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DBA5024 – BUSINESS ANALYTICS

(All sections/Groups)

O6 OCTOBER 2023
9.00 a.m- 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 marks)

QUESTION 1

(a) Clarify the following terms:
(i) Descriptive Analytics. (2 marks)
(ii) Predictive Analytics. (2 marks)
(iii) Prescriptive Analytics. (2 marks)

(b) Provide **SEVEN (7)** key steps in predictive analytics. (7 marks)

(c) Briefly explain any **TWO (2)** benefits of predictive analytics. (4 marks)

(d) List any **THREE (3)** platform in prescriptive analytics. (3 marks)

(Total: 20 marks)

QUESTION 2

(a) Briefly explain data analytics in digital business. (2 marks)

(b) Determine the **THREE (3)** importance of data analytics to digital business. (6 marks)

(c) Identify **FIVE (5)** major steps in the process of implementation of the intelligent system in digital business. (5 marks)

(d) Describe **FOUR (4)** challenges of data analytics in digital business. (8 marks)

(Total: 21 marks)

QUESTION 3

(a) State **SIX (6)** multiple disciplines that blend in data mining. (6 marks)

(b) List **FOUR (4)** types of patterns in data mining. (4 marks)

(c) Describe **FOUR (4)** data mining application in retailing and logistics. (8 marks)

(d) Explain **THREE (3)** data mining methods. (6 marks)

(Total: 24 marks)

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QUESTION 4

(a) Identify **FOUR (4)** text mining techniques. (8 marks)

(b) State the **THREE (3)** task in text mining process. (3 marks)

(c) Provide any **FOUR (4)** challenges of processing web data. (4 marks)

(Total: 15 marks)

QUESTION 5

(a) Explain Business Intelligence. (4 marks)

(b) List the **SIX (6)** steps of Business Intelligence implementation. (6 marks)

(c) Describe any **FIVE (5)** emerging topics in Business Intelligence. (10 marks)

(Total: 20 marks)

End of Paper